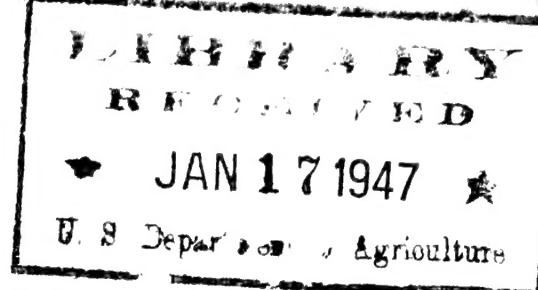


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Do not assume content reflects current scientific knowledge, policies, or practices.

62.61



Chrysanthemum
ROOTED CUTTINGS

Price List for 1947



GENEVA FLORAL CO.

P. O. Box 173, GENEVA, N. Y.

FARM, GREENHOUSES AND OFFICE

Border City, E. North St., just outside Geneva

INSTRUCTIONS FOR ORDERING

WHEN ORDERING:

Each variety ordered must be in multiples of 25.

| PRICES: | Regular | Special and Newer |
|----------------------------|-----------------|------------------------------|
| | Varieties | Varieties marked with (*) |
| 100 to 475 cuttings..... | \$ 5.00 per 100 | \$ 6.00 per 100 |
| 500 to 975 cuttings..... | 4.00 per 100 | 5.50 per 100 |
| 1000 or more cuttings..... | 35.00 per 1000 | 50.00 per 1000 |

DISCOUNTS: 5% Discount for all CASH WITH ORDER orders.

2% Discount if Charge Orders are paid WITHIN 10 DAYS from date of Invoice.

TERMS: ALL CHARGE ORDERS will become due in 30 days from date of Invoice. Cash to all customers without established credit—at least 50% of the amount must be enclosed with your order if you want us to send it C.O.D. This part payment is necessary because of the perishable nature of the cuttings. If the shipment is refused for any reason it is usually a total loss.

DELIVERY: All shipments will be made by Express collect. F.O.B. Geneva, N. Y. They are automatically insured.

CLAIMS FOR DAMAGE: If plants are damaged upon arrival, NOTIFY YOUR EXPRESS AGENT IMMEDIATELY. Get a BAD ORDER REPORT made out and signed by him. If this is done, your claim will receive prompt attention. You may file the claim direct, or if you prefer, mail us the bad order report, invoice and express receipt, and we will file claim for you. Our packing is all done by men of experience who have done it for years and any trouble must be settled with the carrier. However, we will do all we can to assist you.

NO GUARANTEE: While we use every possible care to have all varieties properly labeled and true to name, we give no warranty expressed or implied, also we cannot guarantee a crop as growing depends entirely upon the grower.

CANCELLATION: Must reach our office before shipment has been made. However, if all or any part of your order has been shipped, we can cancel the UNSHIPPED PORTION only.

CARE OF CUTTINGS WHEN RECEIVED: We pack rather dry purposely to avoid rot. If your cuttings seem wilted remove wrappers and dip them tops and all in cool water and set the roots loosely in a flat of damp moss for a few hours, or over night, out of doors in the shade or under a cool bench where the wind does not blow on them. If you do this you will find they will revive 100% and then are ready to pot or transplant. **NEVER POT A WILTY PLANT.** You may need to shade some according to the weather. A little wilting after potting will not harm and a light syringing occasionally will help very much. If cuttings are crisp the morning after 24 hours from potting this shows they are taking water and your danger from shipping is over.

Orders accepted will be subject to the above terms.

WE GROW OUR OWN

POMPONS, SINGLE AND ANEMONE VARIETIES

Size of flower is indicated by S—Small; Int.—Intermediate; L—Large.
Types are abbreviated as follows: Pom.—Pompon; Dec.—Decorative;
Sgl.—Single; Anem.—Anemone.

S—Indicates varieties most suitable for shading.

P—Indicates varieties suitable for Pot Plants.

D—Indicates varieties most suitable for disbudding.

YELLOW

| Name and Description | Size and Type | Pinching Date | Ma- tures |
|--|-------------------|---------------|--------------|
| S Yellow Irene. Light lemon yellow... | Short, S. Pom. | July 8 | Oct. 15 |
| S Rodell Improved. Light lemon yellow | Short, Int. Pom. | July 8 | Oct. 20 |
| S Golden Spray. Deep lemon yellow... | Med., Int. Pom. | July 12 | Oct. 23 |
| SD Golden Herald. Deep golden yellow.. | Med., L. Dec. | July 12 | Oct. 25 |
| S Yellow Dot. Yellow, bronze center... | Med., Int. Pom. | July 12 | Oct. 25 |
| S Yellow Arcadia. Pernet Yellow..... | Med., Int. Pom. | July 16 | Oct. 28 |
| S Yellow Daisy. Deep lemon yellow... | Med., Int. Sgl. | July 16 | Nov. 1 |
| SD Mary Lennon Hall. Lemon yellow... | Tall, Int. Pom. | July 16 | Nov. 1 |
| D Yellow Sea Gull. Light lemon yellow. | Tall, Int. Pom. | July 16 | Nov. 1 |
| S Nuggets. Light lemon yellow..... | Short, S. Pom. | July 19 | Nov. 5 |
| S Yellow Bushnell. Pernet Yellow | Tall, Int. Pom. | July 19 | Nov. 8 |
| *Pixie. Deep golden yellow..... | Med., S. Pom. | July 19 | Nov. 10 |
| S Princeton. Orange yellow..... | Med., Int. Dec. | July 22 | Nov. 15 |
| SD Yellow Fellow. Deep lemon yellow... | Med., Int. Dec. | July 22 | Nov. 15 |
| P Sunray. Light lemon yellow..... | Med., Int. Anem. | July 22 | Nov. 15 |
| SD Susanne Miller. Buff yellow..... | Tall, L. Anem. | July 25 | Nov. 18 |
| *Sunnyside. Golden yellow..... | Med., Int. Pom. | July 28 | Nov. 25 |
| D Goldsmith. Golden yellow..... | Med., Int. Dec. | July 28 | Nov. 25 |
| P Yellow Crodova. Lemon yellow..... | Med., Int. Dec. | July 28 | Nov. 30 |
| D Yellow Supreme. Buff yellow..... | Med., L. Anem. | Aug. 2 | Dec. 10 |
| December Gold. Deep golden yellow. | Med., Int. Dec. | Aug. 4 | Dec. 15 |
| Yellow Garza Supreme. Lemon yellow | Short, Int. Anem. | Aug. 7 | Dec. 15 |
| Vibrant. Deep lemon yellow..... | Med., Int. Dec. | Aug. 7 | Dec. 20 |
| Yellow Snow. Deep lemon yellow... | Med., Int. Pom. | Aug. 7 | Dec. 30 |

*See prices inside front cover

WHITE

| Name and Description | Size and Type | Pinching Date | Ma- tures |
|---|-------------------|---------------|--------------|
| SP White Jewell..... | Short, S. Pom. | July 8 | Oct. 15 |
| SD Silver Ball..... | Med., L. Pom | July 8 | Oct. 15 |
| S Irene..... | Short, S. Pom | July 8 | Oct. 15 |
| S Minong..... | Med., S. Pom. | July 12 | Oct. 20 |
| S Arcadia..... | Med., Int. Pom. | July 16 | Oct. 28 |
| SD Sea Gull. Cream white..... | Tall, Int. Pom. | July 16 | Nov. 1 |
| SD White Doty. Ivory white..... | Med., L. Pom. | July 16 | Nov. 1 |
| S Rev. Horace Bushnell. Cream white: | Tall, Int. Pom. | July 19 | Nov. 8 |
| SD Shasta..... | Med., Int. Anem. | July 19 | Nov. 8 |
| *Vesper..... | Int. Pom. | July 19 | Nov. 10 |
| SPD Little America..... | Med., Int. Anem. | July 19 | Nov. 10 |
| SPD Richard Mandel..... | L. Pom. | July 19 | Nov. 10 |
| SD White Frieda. Yellow Cushion..... | Med., L. Anem. | July 22 | Nov. 15 |
| D Long Island Beauty. White, yel. cush. | Med., L. Anem. | July 25 | Nov. 20 |
| Pearl..... | Tall, Int. Pom. | July 25 | Nov. 20 |
| P Cordova. Cream white..... | Med., Int. Dec. | July 28 | Nov. 30 |
| Yukon..... | Tall, Int. Sgl. | Aug. 2 | Dec. 10 |
| D White Supreme..... | Med., L. Anem. | Aug. 2 | Dec. 10 |
| Garza Supreme..... | Short, Int. Anem. | Aug. 7 | Dec. 15 |
| Snow. Ivory white..... | Med., Int. Pom. | Aug. 7 | Dec. 30 |
| *Revelation..... | Med., Int. Pom. | Aug. 10 | Dec. 30 |

BRONZE AND RED

| | | | |
|--|-----------------|---------|---------|
| Roman Bronze..... | Tall, Int. Pom. | July 12 | Oct. 20 |
| S Adelaide. Dark reddish bronze..... | Med., S. Pom. | July 12 | Oct. 23 |
| SD Jemima. Dark reddish bronze..... | Med., Int. Pom. | July 12 | Oct. 23 |
| S Firebird. Dark reddish bronze..... | Med., Int. Dec. | July 12 | Oct. 25 |
| *Cassandra. Orange bronze..... | Med., Int. Pom. | July 19 | Nov. 5 |
| *Navaho. Deep crimson..... | Med., Int. Pom. | July 19 | Nov. 5 |
| S Red Daisy. Deep red..... | Med., Int. Sgl. | July 19 | Nov. 5 |
| PD Red Melba. Light red..... | Short L. Sgl. | July 19 | Nov. 10 |
| SD Bronze Masterpiece. Rosewood bronze | Med., Int. Pom. | July 22 | Nov. 15 |
| S Red Princeton. Brazil red..... | Med., Int. Dec. | July 22 | Nov. 15 |

*See prices inside front cover

BRONZE AND RED—Con't.

| | Name and Description | Size and Type | Pinching Date | Ma- tures |
|----|--|------------------|---------------|--------------|
| | Legal Tender. Bronze and gold | Med., Int. Dec. | July 25 | Nov. 20 |
| PD | Red Rolinda. Deep reddish bronze . . . | Med., Int. Anem. | July 25 | Nov. 23 |
| D | Bronze Goldsmith. Mars orange | Med., Int. Dec. | July 28 | Nov. 25 |
| | Dorothy Turner. Deep reddish bronze | Med., Int. Pom. | July 28 | Nov. 25 |
| | Yolanda. Light orange bronze | Med., S. Anem. | July 28 | Nov. 25 |
| D* | Apricot Valencia. | Med., L. Sgl. | July 28 | Nov. 28 |
| | Royal Crimson. Dark crimson | Med., L. Dec. | July 31 | Dec. 1 |
| | Cavalcade. Mandarin red | Med., Int. Pom. | Aug. 2 | Dec. 10 |
| D | Bronze Supreme. Light bronze | Med., L. Anem. | Aug. 2 | Dec. 10 |
| | Sarong. Crimson scarlet | Med., Int. Sgl. | Aug. 4 | Dec. 15 |

PINK

| | | | | |
|-----|--|------------------|---------|---------|
| S | Jewell. Lavender | Med., S. Pom. | July 8 | Oct. 15 |
| S | Capt. Cook. Deep rose pink | Tall, Int. Pom. | July 12 | Oct. 23 |
| S | Jessie. Light lavender | Med., Int. Pom. | July 12 | Oct. 25 |
| S | Pink Dot. Light pink | Med., Int. Pom. | July 12 | Oct. 25 |
| S | October Pink. Light lavender | Med., Int. Sgl. | July 16 | Oct. 28 |
| SD | Lillian Doty. Light rose pink | Med., L. Pom. | July 16 | Nov. 1 |
| SPD | Thyra. Lavender | Med., L. Pom. | July 19 | Nov. 10 |
| SPD | Queen of Pinks. Lavender | L. Pom. | July 19 | Nov. 10 |
| SPD | Masterpiece. Tourmaline pink | Med., Int. Pom. | July 22 | Nov. 15 |
| | Orchid Beauty. Orchid golden cushion | Med., Int. Anem. | July 22 | Nov. 15 |
| SD | Frieda. Light lavender, yellow cush. | Med., L. Anem. | July 22 | Nov. 15 |
| SD | Norma. Pink petals, salmon cushion | Tall, L. Anem. | July 25 | Nov. 18 |
| SD | Dark Pink Norma. Deep lavender . . . | Tall, L. Anem. | July 25 | Nov. 18 |
| | Usona. Lavender | Med., Int. Pom. | July 28 | Nov. 25 |
| | Uneda. Lavender | Int. Pom. | July 28 | Nov. 25 |
| D | Valencia. Orchid pink | Tall, L. Sgl. | July 28 | Nov. 28 |
| D | Dark Pink Valencia. Orchid pink . . . | Tall, Int. Sgl. | July 28 | Nov. 28 |
| P* | Riveria. Luminous pink | Int. Dec. | Aug. 2 | Dec. 10 |
| D | Dark Pink Supreme. Lavender | Med., L. Anem. | Aug. 2 | Dec. 10 |
| | Rosalind. Rose pink | Tall, Int. Sgl. | Aug. 7 | Dec. 20 |

*See prices inside front cover

LARGE FLOWERING COMMERCIAL VARIETIES

Note

S—Indicates varieties most suitable for shading.

P—Indicates varieties suitable for Pot Plants.

| Name and Description | Size and Type | Pinching Date | Ma- tures |
|---------------------------------------|----------------|---------------|--------------|
| Smith's Early White..... | Int. Semi-Inc. | July 4 | Oct. 5 |
| S Silver Sheen..... | Int. Inc. | July 12 | Oct. 20 |
| SP Christina..... | S. Inc. | July 12 | Oct. 20 |
| Ambassador. Cream white..... | L. Inc. | July 12 | Oct. 23 |
| S Albatross..... | L. Inc. | July 16 | Nov. 1 |
| SP Snow White..... | Int. Inc. | July 16 | Nov. 1 |
| S Betsy Ross. Ivory white..... | L. Inc. | July 16 | Nov. 1 |
| *William Turner. White..... | L. Inc. | July 19 | Nov. 5 |
| S Indianapolis White..... | Int. Inc. | July 19 | Nov. 8 |
| Jean Elizabeth..... | | July 19 | Nov. 10 |
| Monument. Ivory white..... | L. Inc. | July 22 | Nov. 15 |
| SP Marketeer..... | Int. Semi-Inc. | July 25 | Nov. 18 |
| S Mefo. Ivory white..... | L. Inc. | July 25 | Nov. 20 |
| P White Frick. White suffused pink... | Int. Inc. | July 28 | Nov. 25 |
| Chattanooga..... | L. Inc. | July 28 | Nov. 25 |
| December Glory Large. Ivory white. | Int. Inc. | July 31 | Dec. 1 |
| Improved December Beauty..... | L. Inc. | Aug. 2 | Dec. 8 |
| White Mistletoe..... | Int. Inc. | Aug. 2 | Dec. 10 |
| P Smith's Late White. Ivory white.... | Int. Semi-Inc. | Aug. 4 | Dec. 15 |

PINK

| | | | |
|---------------------------------------|-----------|---------|---------|
| S Pink Chief. Lavender..... | Int. Inc. | July 8 | Oct. 15 |
| SP Justrite. Light rose pink..... | S. Inc. | July 8 | Oct. 15 |
| Major Ed. Bowes. Deep lavender... | Int. Inc. | July 12 | Oct. 20 |
| *Pink Turner. Lavender..... | L. Inc. | July 19 | Nov. 5 |
| S Indianapolis Pink. Deep lavender... | Int. Inc. | July 19 | Nov. 8 |
| S Orchid Queen. Orchid pink..... | L. Inc. | July 19 | Nov. 10 |
| Thanksgiving Pink. Amaranth..... | Int. Ref. | July 25 | Nov. 23 |
| P Helen Frick. Rose pink..... | Int. Inc. | July 28 | Nov. 23 |
| Edwin Seidwitz. Lavender..... | Int. Inc. | July 28 | Nov. 25 |
| Pink Mistletoe. Lavender..... | Int. Inc. | Aug. 2 | Dec. 10 |

*See prices inside front cover

YELLOW

| Name and Description | Size and Type | Pinching Date | Ma- tures |
|--|----------------|---------------|--------------|
| P Gold Lode. Light golden yellow..... | Int. Ref. | July 4 | Oct. 5 |
| P Celestra. Lemon yellow..... | S. Inc. | July 8 | Oct. 15 |
| SP Mrs. H. E. Kidder. Deep lemon yel. | L. Inc. | July 12 | Oct. 20 |
| Yellow Ambassador. Light lemon yel. | L. Inc. | July 12 | Oct. 23 |
| SP Blazing Gold. Deep golden yellow.... | Int. Inc. | July 12 | Oct. 25 |
| S Sunglow. Golden yellow..... | L. Inc. | July 12 | Oct. 25 |
| S Good News. Deep lemon yellow..... | Int. Inc. | July 16 | Nov. 1 |
| *Yellow Turner. Light yellow..... | L. Inc. | July 19 | Nov. 5 |
| S Indianapolis Yellow. Lemon yellow.. | Int. Inc. | July 19 | Nov. 8 |
| P Cardonia. Deep golden yellow..... | Int. Inc. | July 19 | Nov. 10 |
| SP Penrod. Golden yellow..... | Int. Inc. | July 19 | Nov. 10 |
| Yellow Monument. Light lemon yel. | L. Inc. | July 22 | Nov. 15 |
| S Mellow Mefo. Lemon yellow..... | L. Inc. | July 25 | Nov. 20 |
| SP Bonnaffon De luxe. Golden yellow... | S. Inc. | July 25 | Nov. 20 |
| P Friendly Rival. Deep chrome yellow. | L. Inc. | July 25 | Nov. 23 |
| Marie DePetris. Deep golden yellow. | L. Inc. | July 25 | Nov. 23 |
| P Sungold. Lemon yellow..... | Int. Semi-Inc. | July 28 | Nov. 25 |
| S Golden Pearson. Light golden yellow | Int. Inc. | July 28 | Nov. 25 |
| Improved Yellow Chattanooga. | L. Inc. | July 28 | Nov. 25 |
| Golden Mrs. Ross. Golden yellow... | L. Inc. | July 31 | Dec. 3 |
| Golden Mistletoe. Light golden yel.. | L. Inc. | Aug. 2 | Dec. 10 |
| P Improved Tobin's Late Yellow | Int. Semi-Inc. | Aug. 4 | Dec. 15 |

BRONZE AND RED

| | | | |
|---|----------------|---------|---------|
| S Indianola. Light reddish bronze..... | Int. Semi-Inc. | July 8 | Oct. 15 |
| S Hilda Bergen. Dark reddish bronze.. | S. Inc. | July 12 | Oct. 25 |
| S Detroit News. Reddish bronze..... | Int. Inc. | July 16 | Nov. 1 |
| *Bronze Turner | L. Inc. | July 19 | Nov. 5 |
| S Indianapolis Bronze. Buff bronze.... | Int. Inc. | July 19 | Nov. 8 |
| S*Anaconda. Deep coppery red..... | Int. Inc. | July 22 | Nov. 15 |
| S Mrs. David F. Roy. Crimson..... | Int. Inc. | July 22 | Nov. 15 |
| Garnet King. Dark red..... | Int. Ref. | July 25 | Nov. 18 |
| Gladys Pearson. Light buff bronze... | Int. Inc. | July 28 | Nov. 25 |
| Oak Leaf. Reddish bronze..... | Int. Inc. | July 28 | Nov. 25 |
| P Bronze Frick. Light bronze..... | Int. Inc. | July 28 | Nov. 25 |
| Bronze Mistletoe. Buff bronze..... | Int. Inc. | Aug. 2 | Dec. 10 |

*See prices inside front cover.

FOLLOW
YOUR
MUMS
WITH
SNAPS

Write for Our List

GENEVA FLORAL CO.

P. O. Box 173, GENEVA, N. Y.

FARM, GREENHOUSES AND OFFICE

Border City, E. North St., just outside Geneva